

## PHASE 1 DEFINE

# Intent Statement: Project on a Page

Effort ●●●●●

### Objective

To develop a one-page intent statement that builds consensus among stakeholders by:

- Summarizing the goals and processes of the approach in one cohesive slide.
- Providing a snapshot of desired outcomes.
- Serving as a basis of understanding for all relevant stakeholders.
- Gauging alignment and support of your proposed processes and goals.



### Time needed

5–6 hours



### Participants

Design and research team, partners and stakeholders, individuals you are designing for

### How to use this tool

The intent statement is a comprehensive agreement among stakeholders, consolidating discussions from the intent workshop into a finalized, reviewed, and agreed-upon document. It helps you summarize the approach, goals, and processes and offers a snapshot of desired outcomes. Use this template to develop a one-page intent statement.

1. **Establish the current state.** You can begin to build this out prior to the workshop using the information you collected during your literature review. During the workshop, identify the areas you are exploring. List what has been going well and what has not been going well.
2. **Define the future desired state.** There are a lot of different and creative ways to capture the desired future state. Most of all, be sure note what success looks like for the different actors throughout the system (see the socio-ecological template to help think through this). The future state is like your vision but should be actionable.
3. **Discuss necessary shifts.** What needs to happen to get from the current state to the desired future state?
4. **Draft and validate the intent statement.** Once your team has integrated discussions and feedback received, you can begin populating the Intent Statement. Share it with partners and stakeholders for their final inputs. Expect a couple of rounds of iteration as you seek to validate the final document.

**PHASE 1: DEFINE**

**Intent Statement: Project on a Page**

Where are we now?

**CURRENT STATE**

Project background

The challenge

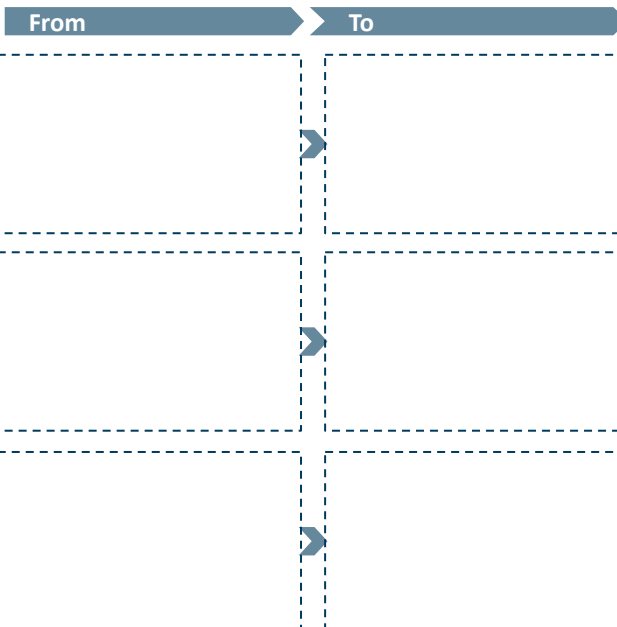
For whom are we designing?

Project scope

How do we get there?

**THE CHANGE**

What are the behavioral shifts we are seeking to make?



**What are we going to do?**

This project will follow a XX methodology. The objectives of the Breakthrough ACTION (country) activity are to:

- XX
- XX
- XX

Where do we want to be?

**FUTURE STATE**

**Outcomes**

Short term (X year):

- XX

Medium term (X years):

- XX

Long term (X years):

- XX

**Success from different perspectives**

**XX will say:**

*"Quote goes here."*

**XX will say:**

*"Quote goes here."*

**Community members will say:**

*"Quote goes here."*

Main Objective

Focusing Question

*How might we ... ?*

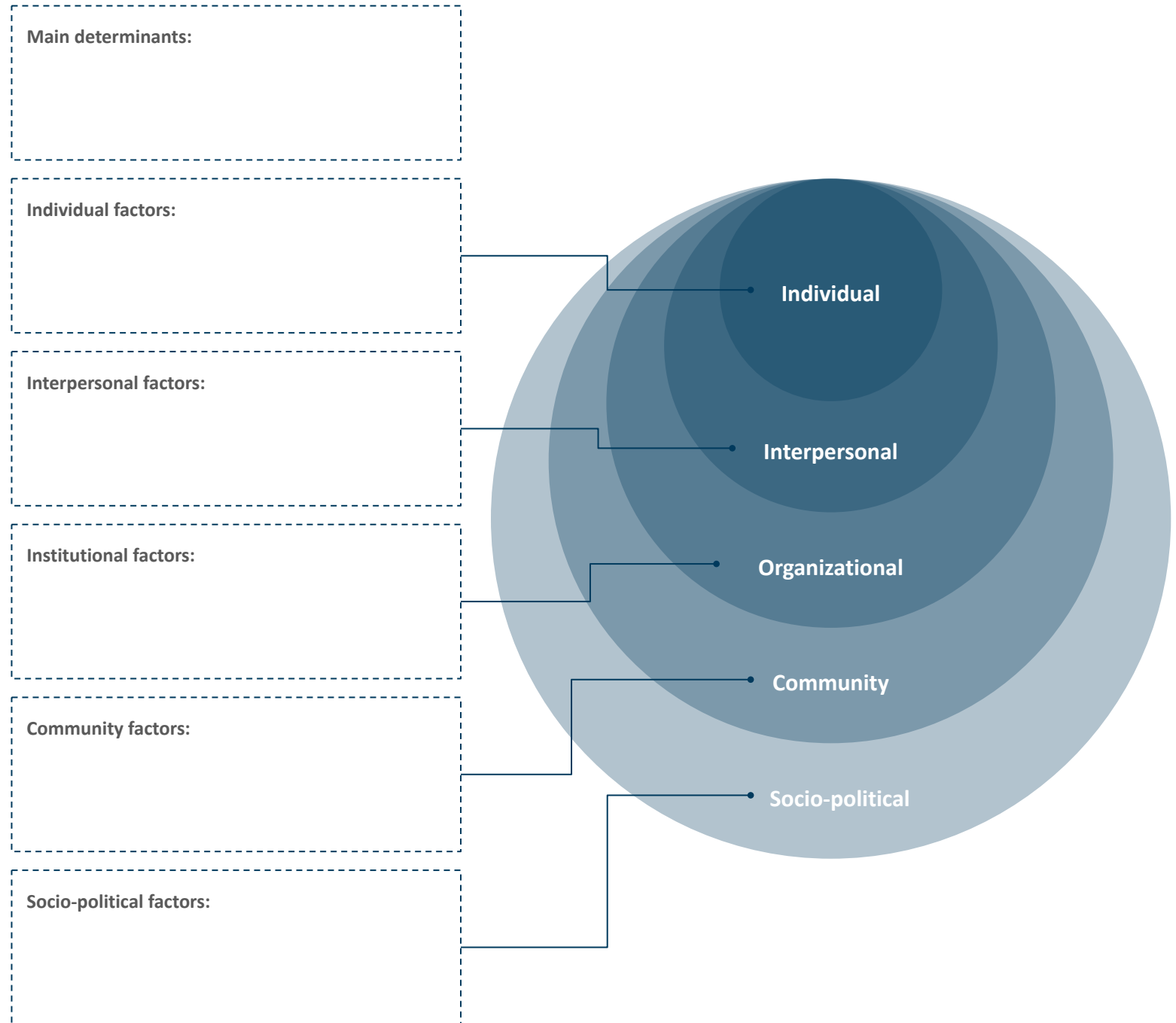
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**SOCIO-ECOLOGICAL MODEL**

**Instructions**

- 1. List Main Determinants:**  
Identify key factors influencing behavior adoption.
- 2. Individual Factors:** What are the individual factors?  
Personal beliefs, attitudes, knowledge, and skills.
- 3. Interpersonal Factors:** What are the interpersonal factors?  
Social networks, family, friends, and colleagues.  
Communication patterns and social support.
- 4. Institutional Factors:**  
What are the institutional factors?  
Organizational culture, policies, and practices.  
Formal and informal structures within institutions.
- 5. Community Factors:** What are the community factors?  
Community norms, values, and resources.  
Availability of services, facilities, and organizations.
- 6. Socio-political Factors:** What are the Socio-political factors?  
Cultural norms, media influences, and societal attitudes.  
Legislation, government policies, and economic factors.  
Exceptional user experiences.



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## Citations

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Centers for Disease Control and Prevention. (2022). *The social-ecological model: a framework for prevention*. [www.cdc.gov/violenceprevention/about/social-ecologicalmodel.html](https://www.cdc.gov/violenceprevention/about/social-ecologicalmodel.html)

ThinkPlace. (n.d.). *ThinkPlace Design 101: Intent Document* [Unpublished document].